

Press Contacts

David Burch
Adobe
510-817-6402
burch@adobe.com

FOR IMMEDIATE RELEASE

Adobe Named a Leader in Gartner Magic Quadrant for Ad Tech

Adobe Positioned Furthest on the Completeness of Vision Axis in Gartner's First-Ever Magic Quadrant for Ad Tech

SAN JOSE, Calif. — Oct. 18, 2018 — Adobe (Nasdaq:ADBE) today announced that it was recognized as a Leader by Gartner, Inc. in the company's first-ever "[Magic Quadrant for Ad Tech](#)" research report. Adobe has been placed furthest to the right on the "completeness of vision" axis of the report. To qualify for consideration, advertising technology platforms were assessed based on ability to execute and completeness of vision.

"We're proud to be recognized as a Leader," said Keith Eadie, vice president and general manager of Adobe Advertising Cloud. "As the only marketing technology provider with an advertising platform, we're enabling marketers to make advertising a connected experience—even on traditional formats like linear TV advertising."

Gartner defines the ad tech market as technology for managing advertisements across channels, including search, display, video, mobile and social, with functions for targeting, campaign design, bid-management, analysis, optimization and automation of digital advertising.

Source: Gartner Inc., "Magic Quadrant for Advertising Technology, 2018;" Authors: Andrew Frank, Lizzy Foo Kune, James Meyers, Eric Schmitt; October 11, 2018.

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About Adobe Advertising Cloud

Adobe Advertising Cloud is the industry's first end-to-end, independent platform for managing advertising across traditional TV and digital formats. By focusing on brand safety, improving transparency and leveraging the full power of Adobe Creative Cloud and Adobe Experience Cloud, our platform enables advertisers to gain greater control of their global advertising spend and achieve their business objectives. The platform already manages roughly \$3 billion in annualized ad spend on behalf of more than 1,000 global clients, including Allstate, Ford, Johnson & Johnson, Kraft, L'Oréal, MGM, Nickelodeon and Southwest Airlines. Learn more about [Adobe Advertising Cloud](#).

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

Helpful Links

- [Complimentary copy](#) of Gartner Inc.'s "Magic Quadrant for Advertising Technology, 2018" research report
- About [Adobe Advertising Cloud TV](#)

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